

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	24 June 2025
Team ID	LTVIP2025TIMID20837
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:


Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

#### Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

⌚ 10 minutes to prepare  
🕒 1 hour to collaborate  
👤 2-8 people recommended

●

#### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes

1

#### Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2

#### Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

3

#### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1

#### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

How might we help busy parents easily find educational and age-appropriate toys that match their child's interests?

🧠

#### Key rules of brainstorming

To run a smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

🙊 Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

**TIP**  
You can select a sticky note and hit the spacebar to start drawing!

#### Person 1

**Interactive Survey Tools** – Create online surveys for parents and kids to vote on their favorite toys by age group.

**Social Media Sentiment Analysis** – Use Instagram and YouTube comments to analyze trending toys among teens and children.

**Toy Wishlist Polls** – Partner with schools to collect kids' toy wishlists anonymously for local preference insights.

#### Person 2

**Heat Map Dashboard** – Build a Tableau map showing toy sales intensity by state and month.

**Holiday Toy Tracker** – Analyze past 5 years of data to find top-selling toy categories during Christmas and summer breaks.

**Demand Forecasting Model** – Use a simple time series prediction to suggest which toys to pre-stock per region.

#### Person 3

**Toy Recommender Quiz** – Design a short quiz for customers to get toy suggestions based on child's age, interests, and learning style.

**Visual Filters in Dashboards** – Let users explore toy preferences by dragging filters (e.g., Age, State, Season) on Tableau.

**One-Click Compare Tool** – Help users compare up to 3 toys side-by-side on features like safety, price, learning benefits.

#### Person 4

**Smart Inventory Suggestions** – Recommend stock levels to regional managers based on past sales + climate + festivals.

**Product Bundling Ideas** – Identify best-selling combinations like "STEM Toy + Activity Book" and suggest as bundles.

**Low-Performing Toy Alerts** – Notify manufacturers when a toy consistently underperforms in a specific region.

3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

**TIP**  
Add customizable tags to sticky notes to make it easier to find, browse, organize and categorize important ideas as themes within your mind.

### Consumer Insight & Preferences

**Interactive Survey Tools** – Create online surveys for parents and kids to vote on their favorite toys by age group.

**Social Media Sentiment Analysis** – Use Instagram and YouTube comments to analyze trending toys among teens and children.

**Toy Wishlist Polls** – Partner with schools to collect kids' toy wishlists anonymously for local preference insights.

### Data Analysis & Sales Trends

**Heat Map Dashboard** – Build a Tableau map showing toy sales intensity by state and month.

**Holiday Toy Tracker** – Analyze past 5 years of data to find top-selling toy categories during Christmas and summer breaks.

**Demand Forecasting Model** – Use a simple time series prediction to suggest which toys to pre-stock per region.

### Shopping Experience & UX Improvements

**Toy Recommender Quiz** – Design a short quiz for customers to get toy suggestions based on child's age, interests, and learning style.

**Visual Filters in Dashboards** – Let users explore toy preferences by dragging filters (e.g., Age, State, Season) on Tableau.

**One-Click Compare Tool** – Help users compare up to 3 toys side-by-side on features like safety, price, learning benefits.

### Business Strategy & Inventory Optimization

**Smart Inventory Suggestions** – Recommend stock levels to regional managers based on past sales + climate + festivals.

**Product Bundling Ideas** – Identify best-selling combinations like "STEM Toy + Activity Book" and suggest as bundles.

**Low-Performing Toy Alerts** – Notify manufacturers when a toy consistently underperforms in a specific region.

## Step-3: Idea Prioritization

4

### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

**TIP**  
Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the user pointer holding the H key on the keyboard.

